

News Release



FOR IMMEDIATE RELEASE

October 4, 2005

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Hearst Castle Announces 10% Discount for AAA Members and Seniors

San Simeon, CA: As of Friday, September 16, 2005 Hearst Castle will offer a 10% discount for AAA members and seniors 62 years and older. The 10% discount applies to The Experience Tour, Tour 2, Tour 3, or Tour 4 from September 16, 2005 through May 14, 2006.

"This is a wonderful incentive for the traveling public to experience Hearst Castle during the off-peak season", said Nick Franco, District Superintendent, San Luis Obispo Coast District.

ARAMARK Hearst Castle will be offering a 10% discount on any food or beverage item purchased and a 25% discount for any retail purchase of \$10.00 or more during this promotion by showing AAA membership card or proof of age.

The National Geographic Theater at Hearst Castle shows a large format movie, "Hearst Castle, Building the Dream" which is included with The Experience Tour.

As part of this promotion, National Geographic Theater is offering a \$2.00 discount for a separate movie ticket purchased for individuals holding a Tour 2, Tour 3, or Tour 4 ticket by showing AAA membership card or proof of age.

For Tour Reservations Please Call (800) 444-4445 or online at www.hearstcastle.com

Discount not available via online reservations at this time, offer is subject to change without notice.

For more information, please call Hoyt Fields, Museum Director at Hearst Castle® (805) 927-2075, www.hearstcastle.com.

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